

Exhibitor and
Sponsorship
Prospectus

NATIONAL CONFERENCE ON **ADDICTION** DISORDERS



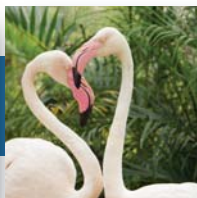
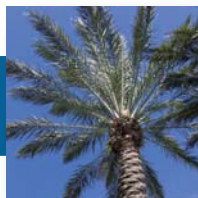
SEPTEMBER 28 – OCTOBER 2, 2012 ■ GAYLORD PALMS ■ ORLANDO, FL

BEHAVIORAL HEALTHCARE
LEADERSHIP
SUMMIT



Behavioral Healthcare Leadership Summit in conjunction
with National Conference on Addiction Disorders

September 28 – 30, 2012 See page 7



Produced by

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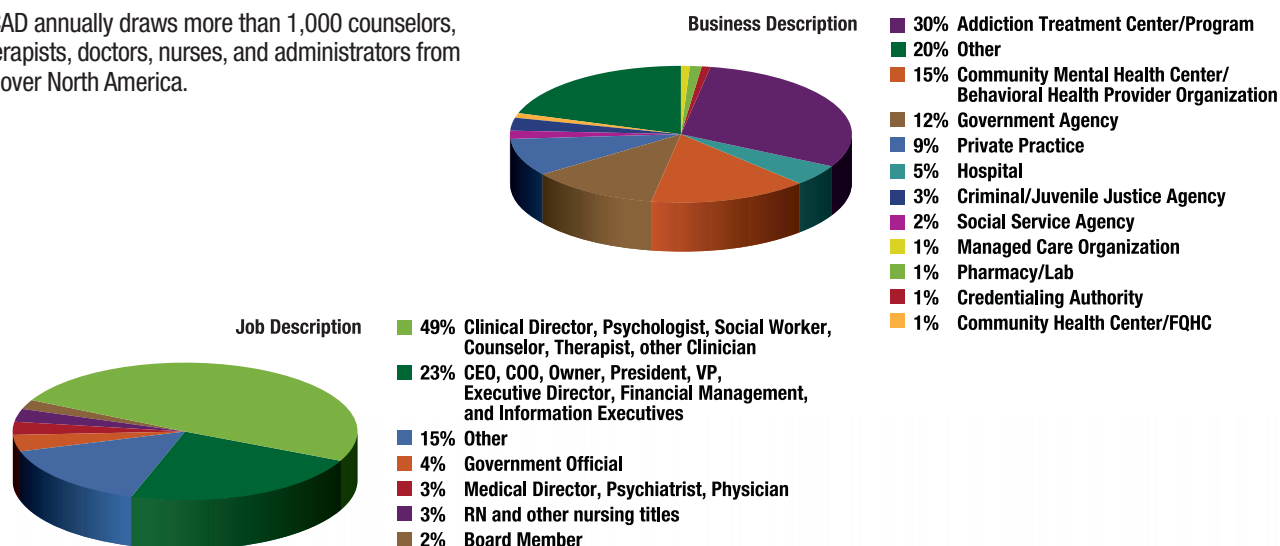
**NALGAP: The Association of
Lesbian, Gay, Bisexual, Transgender
Addiction Professionals and Their Allies**
Serving the Lesbian, Gay, Bisexual and Transgender
Community since 1979

National Conference on Addiction Disorders (NCAD) combines the power of the NAATP with the audience of *Addiction Professional and Behavioral Healthcare*.

The National Conference on Addiction Disorders (NCAD) is the premier conference showcasing new ideas and innovations in the fields of recovery and prevention, addressing treatment, administration, finance, facility design, technology, and medical issues.

Who Attends?

NCAD annually draws more than 1,000 counselors, therapists, doctors, nurses, and administrators from all over North America.



Exhibitor Opportunities

The exhibitor floor will be located on the floor below the session rooms and includes more than 140 booths.

Exhibit Hall Booth: \$1,300 Includes:

- Two Full Conference Registration Passes—A total value of \$1,000 (\$500 each)
 - Full Conference Passes include access to all educational sessions, networking events, conference meals and break services, and copies of all educational materials
- Discounted rates for additional full conference passes at \$350 each
- 8' x 10' Exhibit Space in the exhibit hall
- 6' table, pipe and drape, ID Sign, two chairs, wastebasket
- Company listing and Web site link on the Exhibitor Page of www.NationalConferenceOnAddictionDisorders.com
- Your company logo and 50-word description in the conference program guide

	GOLD EXHIBITOR (8' X 20' Booth) \$5,000	SILVER EXHIBITOR (8' X 20' Booth) \$4,000	BRONZE EXHIBITOR (8' X 10' Booth) \$3,000	EXHIBIT BOOTH (8' X 10' Booth) \$1,300
Number of Full Conference Registration Passes	4	4	2	2
Number of Exhibit Hall Only Passes	3	2	1	
Option to add company literature (six pages max.) or gift in attendee bag	✓	✓	✓	
Full-page ad in the NCAD Program Guide	✓	✓	✓	

2 www.NationalConferenceOnAddictionDisorders.com

For more information on sponsorship, exhibiting, and marketing opportunities, please contact Cate Olszewski at 216.373.1219 or colszewski@vendomegrp.com or Michael Pae at 216.373.1224 or mpae@vendomegrp.com

Exhibitor Set-up:

Saturday, September 29 | 8:00 am - 4:00 pm

Exhibit, Technology Pavilion, & Theater Presentation Floor Hours:

Saturday, September 29*

Exhibitor Floor Hours: 5:30 pm - 8:00 pm | Reception in the Exhibit Hall

Theater Presentation Hours: 6:00 - 6:20 pm | 6:30 - 6:50 pm | 7:00 - 7:20 pm | 7:30 - 7:50 pm

Sunday, September 30*

Exhibitor Floor Hours: 11:30 am - 1:00 pm | Lunch in the Exhibit Hall | Networking in the Exhibit Hall: 2:30 pm - 4:00 pm

Theater Presentation Hours: 12:00 - 12:20 pm | 12:30 - 12:50 pm | 2:30 - 2:50 pm | 3:00 - 3:20 pm | 3:30 - 3:50 pm

Monday, October 1

Exhibitor Floor Hours: 10:00 am - 2:00 pm | Lunch in the Exhibit Hall

Theater Presentation Hours: 12:40 - 1:00 pm | 1:10 - 1:30 pm

* In conjunction with the Behavioral Healthcare Leadership Summit

Please Note: Floor Hours Subject to Change

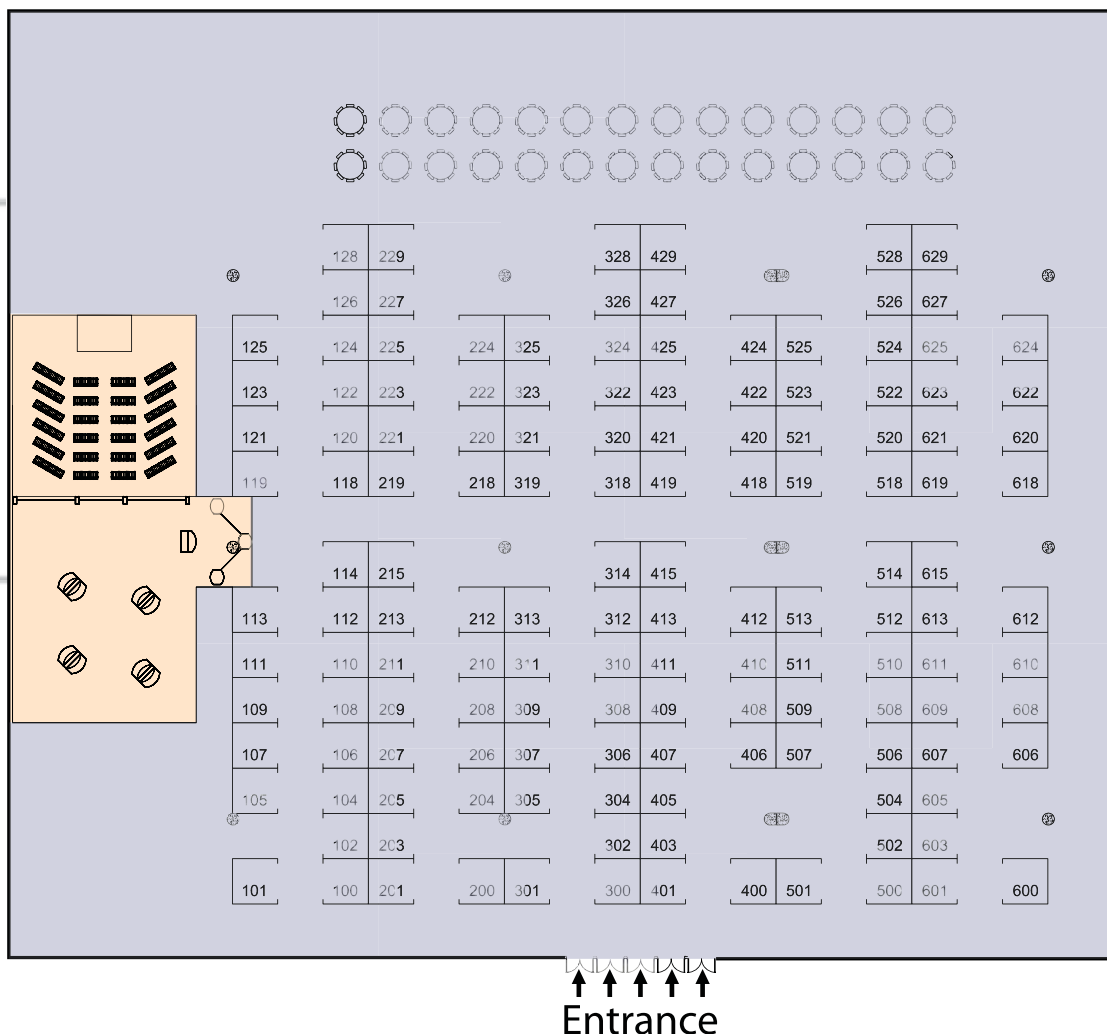
Exhibitor Teardown:

Monday, October 1 | 2:00 pm - 8:00 pm

BEHAVIORAL HEALTHCARE
LEADERSHIP
SUMMIT

For more information
about the Technology
Pavilion Kiosks and
Theater Presentations

see page 7



Entrance

Sponsorships

Sponsorships allow companies to amplify their exposure and marketing spending by purchasing pre-packaged products at special pricing.

Keynote Speaker Sponsorship

\$6,000 (Opening or closing sponsorships)

Your company's logo can be one of the most prominent at the conference with this sponsorship. The presentation slides are branded with the sponsor logo for all attendees to see. The sponsor will also have the opportunity to introduce the speaker and distribute literature as attendees enter the room.

Keynote Speaker Sponsorship Benefits:

- Pre-conference marketing including company logo and sponsorship recognition in the conference Preview Guide, Final Registration Brochure, and Program Guide (based on deadline of sponsorship material)
- Your logo on the sponsor recognition signage placed at strategic locations throughout the conference
- 8'x 10' booth
- Two complimentary passes to the conference
- One-time pre-event email blast to the conference attendee list
- Sponsor "spotlight" in up to three (3) electronic mail messages to the conference database
- The entire conference database two weeks after the completion of the conference*
- Sponsors can add any Marketing Opportunities to their package and receive 10% off that item

* The database includes individual names, company, title and state only

Branding Sponsorship

\$6,000 (Multiple sponsorships available)

The Branding Sponsorship builds recognition of your organization from the moment people arrive, including branding at Registration, Opening Reception, and during the Opening Keynote, making your brand the first and one of the most visible at the conference. And to make sure attendees are familiar with your brand, you will also receive a pre- and post-conference email blast.

Branding Sponsorship Benefits:

- Signage in the Registration area
- 8'x 10' booth
- Company logo prominently advertised at reception, before and after the Keynote presentation, and on event napkins
- Literature table in the Registration area and welcome and parting gift at entrance/exit (sponsor to provide materials)
- Additional Opening Reception passes available for sponsor or clients (up to 5 reception passes)
- One full-page Program Guide advertisement
- Two complimentary passes to the conference

Breakfast Presentation Sponsorship or Lunch Presentation Sponsorship

SOLD
\$5,000 (Single Sponsorship Only)
(four available, Lunch, Breakfast - Saturday, Sunday, Monday, and Tuesday)

The Breakfast or Lunch Presentation Sponsorship consists of an in-depth, 45-minute presentation available to leading solution providers. The Breakfast or Lunch Presentation Sponsorship provides a "deep-dive" insight on the latest tools and techniques for conquering the industry's most pressing issues. These sessions represent an opportunity for targeted attendees to gain an intimate knowledge of the host company's offerings.

Breakfast or Lunch Sponsorship Benefits:

- Two pre-event email blasts to targeted conference attendee list highlighting sponsorship of the breakfast/lunch session (HTML designed by Sponsor and must meet approval of Vendome)
- Your logo prominently featured in the sponsor recognition section of the conference program guide
- Two complimentary passes to the conference.
- Additional passes available for sponsor or clients to attend breakfast (up to three)
- Your logo with link to your Web site prominently featured in the sponsor recognition section of the conference Web site
- Selection of attendees to be determined collaboratively by event director and sponsor

Cyber Café Sponsorship

\$5,000 (Three sponsorships available)

The Cyber Café will be available to all attendees throughout the conference. Your company name will be co-branded in the Cyber Café, and will be published in pre-conference marketing activities and in the on-site program guide. Also, the Cyber Café will feature on-site signage that prominently displays your company logo.

Cyber Café Benefits:

- One-time pre-event email blast to the conference attendee list
- Sponsor "spotlight" in up to three (3) electronic mail messages to the conference database
- One-time post-event use of the conference database
- One full-page Program Guide advertisement

SEPTEMBER 28-OCTOBER 2, 2012

GAYLORD PALMS

ORLANDO, FL

Opening Reception Sponsorship

\$6,000 (Multiple sponsorships available)

Be a part of the social networking highlight of the conference! With food and entertainment, attendees will remember this party—and the sponsors—long after the conference concludes. This sponsorship includes the pre-event email blasts announcing the party, an exclusive sponsor email, and a post-conference blast to the entire attendee database.

Opening Reception Benefits:

- One-time pre-event email blast to the conference attendee list
- Sponsor “spotlight” in up to three (3) electronic mail messages to the conference database
- Display of company 3-minute video on screens located throughout the party area
- Company logos projected on the wall at the reception, as well as on event napkins
- Literature table at reception and parting gift at entrance/exit (sponsor to provide materials)
- Additional passes available for sponsor or clients (up to 5 reception passes)

Show Daily Sponsorship

\$5,500/day with room drop

\$2,250/day without room drop

Sponsor gets one dedicated day of the show. (only three available sponsors)

Benefits include:

- Mention in the masthead of the show daily for sponsored day
- Logo presence on the page cover and sponsor recognition in the mobile app for the sponsored day
- Exhibit Hall Spotlight with text and photo (75 word of copy)
- Half-page ad on the back cover of the show daily
- Pre- and Post show e-blast to attendees

Sponsorship of all
three days — Priced at 15,500
with room drop or \$6,500
without room drop.

Grand Giveaway Sponsors

Drive traffic to your booth by participating in the Grand Giveaway. Attendees visit booths with Grand Giveaway identification in order to receive scratch-off tickets. Prizes range in value from \$15 - \$1390 (gift cards, Kindles, iPod Touch, iPod Shuffles, NCAD conference passes, subscriptions, etc.)

You'll receive:

- Identification in the Exhibitor Directory as a “Star Exhibitor”
- Special signage at your booth, and ours!
- Scratch-off tickets to hand out from your booth — with a guaranteed prize winning ticket in each bundle of 50 tickets

Package A: 100 tickets with 2 guaranteed prize winners: \$400*

Package B: 250 tickets with 5 guaranteed prize winners: \$600*

* Optional: Add Badge Scanner for \$320 to Package

Badge Lanyards

\$2,100

Every attendee has a badge, and every badge has a lanyard. This is a unique way to have a subtle presence around every attendee's neck. Only the best and safest lanyards are used with multiple one-color branding impressions. Only one sponsorship opportunity is available.

Room Keys

\$3,600

At NCAD 2012, all of the attendees will have the opportunity to stay at the hotel. Your brand on the room keys will be a constant reminder of both your brand and booth location.

Conference Program Guide Advertising

All four-color or black and white ads should be supplied as High Resolution (300DPI) PDF files. All images/logos used in the ad also need 300DPI to assure quality printing. All files will be run as sent. Vendome is not responsible for errors in submitted artwork. **Artwork submission deadline is Friday, August 13, 2012.**

Inside Front Cover.....\$1,000

Back Cover\$1,000

Full Page Ad (7" w x 10" h)\$ 800

Half-Page Ad (7.75" w x 4.75" h)\$ 650

SEPTEMBER 28-OCTOBER 2, 2012

GAYLORD PALMS

ORLANDO, FL

Attendee Bag Inserts

\$850/piece

Your company must provide 1300 pieces for insertion into the bags—one piece up to four pages in length—no larger than 9" x 12". All promotional items must be approved in advance by Vendome staff. In order to respect the conference pen and notepad sponsor(s), promotional items of this nature will not be accepted. Insert space is limited—reservations will be accepted on a first-come, first-served basis. **Order deadline is Friday, August 3.**

Pre-Conference and Post Conference Direct Mail or Email Marketing

Reach attendees with your message by renting the attendee list for the conference. For direct mail campaigns, we will release the database to a third-party bonded mail house. Vendome Group will send your HTML and text message email file to our registered database.

Pre-Conference\$1,500/use **Post Conference**\$1,000/use

Water Bottle

\$2,500/Single-sponsorship or \$1,500/Co-sponsorship (maximum of two)

Each attendee will receive a high-quality, durable, environmentally friendly water bottle to carry with them throughout the conference and take home. Your company logo will be placed on the water bottle to gain maximum brand exposure.

This prospectus details just some of the opportunities companies can use to maximize their brand at NCAD 2012. Our conference marketing team is also available to discuss additional opportunities the conference offers.

Marketing Opportunities

Attendee Bag (single logo side)

\$3,200/sponsor

Attendee Bag (multi-logo side)

\$500/maximum of five sponsors

Imagine your logo hanging off the shoulder of everyone who attends the conference! Each attendee will receive a high-quality, durable, environmentally friendly tote to carry with them throughout the conference and take home.

Conference Pen & Notebook

\$3,500/sponsor (two available)

The high-quality notebook and matching pen are always a take-away hit, and with your logo on them, this sponsorship promises strong brand recognition.

Badge

\$3,200

Every attendee must wear a badge to all conference sessions. All eyes are on names and your logo—as the badge sponsor—make this the most frequently looked at branding opportunity. Only one sponsorship opportunity is available.



BEHAVIORAL HEALTHCARE **LEADERSHIP** SUMMIT

The Inaugural 2012 Behavioral Healthcare Leadership Summit is co-located with the 3rd Annual National Conference on Addiction Disorders (NCAD).

The 2012 Behavioral Healthcare Leadership Summit is a 3 day event that will address relevant and timely issues including:

- Healthcare Informatics Legislation
- 42 CFR Part 2 Compliance
- The Specific Steps to Apply for Meaningful Use Funding (potential case studies)
- How to Successfully Implement an EMR Solution
- Achieving Operational Productivity and Effectiveness Through Technology
- Optimizing Revenue Cycle with an Integrated Electronic Health Record Solution

Technology Pavilion Kiosk

\$800 (Eight available kiosks)

The Technology Pavilion Kiosks located in the exhibit hall is an opportunity for solution providers to provide in-depth one-on-one or small group demonstrations on technology solutions such as mobile apps, EHR solutions, and operational tools such as financial and management software.

Technology Pavilion Kiosk Benefits include:

- One (1) full-conference pass*
- Discounted rates for additional full conference passes at \$350 each
- Company logo and link to your company website on the conference website
- Company logo and 25-word description in the Program Guide

* Full conference pass include access to all educational sessions, networking events, conference meals and break services, and copies of all educational materials.

Technology Pavilion Theater Presentations

\$1,000 (11 available)

The Technology Pavilion presents an unique and targeted opportunity for solution providers to extend your presence beyond your booth space. The Presentation Theater located just off the exhibit hall floor, provides you with an unprecedented opportunity to demonstrate your product, delve deep into your solution, or establish your company as a thought leader in the industry.

This special sponsorship opportunity includes:

- 20-minute presentation/speaking time slot
- Two (2) HTML pre-event e-mail blasts co-marketed with all Theater Presentation participants (deadline apply - Vendome Group to design)
- Session details included on the Solutions Showcase Presentation page of the conference website
- Theater Presentations will be mentioned in a special section of the Show Daily
- Detailed lead report of your presentation attendees (full contact information)
- Opportunity for literature distribution to session attendees
- Session details included on the Theater's page of the conference on site exhibitor directory

see page 3 for floor plan, exhibit and presentation hours

7 www.NationalConferenceOnAddictionDisorders.com

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SEPTEMBER 28-OCTOBER 2, 2012

GAYLORD PALMS

ORLANDO, FL

**Combo Technology Pavilion Kiosk and
Pavilion Theater Presentations**

\$1,500

This special sponsorship opportunity includes:

- Two (2) full-conference passes*
- Plus all benefits of the Technology Pavilion Kiosk and Technology Pavilion Theatre Presentations

* Full conference pass include access to all educational sessions, networking events, conference meals and break services, and copies of all educational materials.

Leadership Summit Golf Outing (September 28)

\$6,000 (Nine sponsorships available)

Increase your brand exposure before the conference starts. The Leadership Summit Golf outing provides participants an intimate networking event, play 18 holes of golf (approximately 4 hours) of dedicated one-on-one time with as many as six(6) IT executives.

Leadership Summit Golf Outing includes:

- Your logo on the sponsor recognition signage placed at strategic locations throughout the conference
- Two Full Summit Passes
- Literature Insert in Delegate Bag
- Full-page Program Guide Advertisement

For more information, please contact Cate Olszewski at 216.373.1219 or colszewski@vendomegrp.com or Michael Pae at 216.373.1224 or mpae@vendomegrp.com

2012 Contact List

Ask about our other Vendome Conferences:

For more information about exhibiting, sponsoring, or marketing opportunities, please contact:

Cate Olszewski

216-373-1219
colszewski@vendomegrp.com

Michael Pae

216-373-1224
mpae@vendomegrp.com

For general conference questions about NCAD, please contact:

Michael Raggiani

603-836-0329
mraggiani@vendomegrp.com

Abbegayle Morrow

212-812-8429
amorrow@vendomegrp.com

Registration/Hotel Information

For general questions regarding registration or hotel information, please contact the Help Desk at 702-944-8753 or ncadregistrations@rhq.com.

Exhibitor Questions

For general exhibitor information, please contact:

Michael Goff

603-836-0332
mgoft@vendomegrp.com

Media Sponsorships

For media questions or to become a media sponsor, please contact:

Nadine Harris-Daly

212-812-1419
nharris-daly@vendomegrp.com

HEALTHCAREDESIGN
CONFERENCE
www.HealthcareDesignMagazine.com

environments
for aging

www.EnvironmentsForAging.com

Healthcare
Informatics Executive Summit
Healthcare IT Leadership, Vision & Strategy

www.HCIExecutiveSummit.com

CONSTRUCTION
SUPERCONFERENCE

www.ConstructionSuperconference.com

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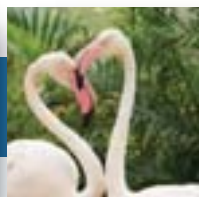
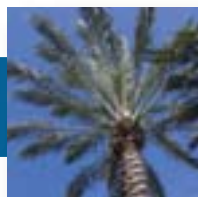


Behavioral Healthcare Leadership Summit
in conjunction with National Conference on
Addiction Disorders

BEHAVIORAL HEALTHCARE **LEADERSHIP** SUMMIT



September 28 – 30, 2012



Leadership Summit Golf Outing

Friday, September 28
12 Noon - 6:00 pm

The Behavioral Healthcare Leadership Summit in conjunction with the National Conference On Addiction Disorders provides participants an intimate networking event, play 18 holes of golf (approximately 4 hours of dedicated one-on-one time) with as many as six(6) executives.



For more information about, sponsoring,
or marketing opportunities, please contact:

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216-373-1219

Michael Pae
mpae@vendomegrp.com
216-373-1224

Platinum Sponsor (1 Available) \$3,500.00

- 2 carts (2 foursomes) – 1 Sponsor Representative + 3 conference attendees per cart
- Hole Sponsor for #s 9 & 18 (includes signage at tee box)
- Sponsor of overall Team prize for the outing
- Shoe bags given to each participant with company logo
- 1 sleeve of balls per participant with company logo

Gold Sponsor (1 Available) \$3,000.00

- 2 carts (2 foursomes) – 1 Sponsor Representative + 3 conference attendees per cart
- Hole Sponsor for #s 1 & 10 (includes signage at tee box)
- Valuables caddy given to each participant with company logo (holds golfer's essentials w/clip attachment for bag)
- Tees and divot Repair given to each participant with Company name or logo

Silver Sponsor (3 Available) \$1,500.00

- 1 cart (1 foursome) – 1 sponsor representative + 3 conference attendees
- 1 Hole sponsor (includes signage at the tee box)
- Sponsor of 1 of three contest winner prizes (Closest to the pin, longest putt or Pink Ball) Closest to the pin and Longest putt includes signage on the greens and the pink ball contest includes company logo on the pink ball.

Event Sponsor (10 available) \$500.00

- 1 cart (1 foursome) – 1 sponsor representative + 3 conference attendees
- 1 Hole sponsor (includes signage at the tee box)

Golf Games:

1. Overall Lowest Team score — Team wins prizes
2. Pink Ball Drawing — Regardless of playing a scramble, each team is given (1) pink golf ball. Each hole, on a rotating basis, one person of the team must play the ball the entire hole. All teams returning the ball after 18 holes are put into a drawing for team prizes.
3. Closest to the Pin (1 on front and back nine) Individual player wins prize for each of the two holes
4. Longest Putt Made (1 on front and back nine) Individual player wins prize for each of the two holes

Golf Format: Scramble format with shotgun start: Everyone tees off, picks the best shot, and everyone hits from that position, repeating the process until the ball is holed.